



# STAY IN THE LOOP

## Viral Hepatitis Education and Training

**Partners Sharing Progress -October 2005**

### **Funded Projects for Viral Hepatitis Education and Training**

American Social Health Association

Organization to Achieve Solutions  
In Substance Abuse

Family Health Centers  
of San Diego

Maricopa County Department  
of Public Health

Asian Liver Center at  
Stanford University

Migrant Clinicians Network, Inc.

Health Research, Inc. & New York  
State Department of Health

National Coalition of STD Directors

Inova Health Center

National Alliance of State and  
Territorial AIDS Directors

Seattle STD/HIV Prevention  
Training Center

Immunization Action Coalition

### **Dear Colleagues:**

This issue of “Stay in the Loop” gives a brief update of each organization and their progress over the past 2 years. Contact information is also included. I look forward to seeing everyone at the National Viral Hepatitis Prevention Conference in Washington, D.C. from December 5 through December 9, 2005.

**Linda Moyer**

Chief, Education and Communication Team



### **American Social Health Association (ASHA)**

#### **Overview**

ASHA is a private, non-profit organization, founded in 1914, that is committed to stopping the transmission of all sexually transmitted diseases (STDs) and their harmful consequences to individuals, families and communities. ASHA produces educational materials on sexual health; advocates for strong public health programs to prevent the spread of STDs; and funds research to find better treatments. ASHA is the only non-profit organization dedicated solely to social health issues focused on the prevention and elimination of STDs.

### **ASHA Update**

ASHA has begun their third year of a five-year project to educate and affect the behavioral choices of men who have sex with men (MSM). The primary focus is to encourage MSM to get hepatitis A and hepatitis B vaccines.

ASHA has accomplished the following:

- Collaboration with DVH and health communication experts at Mediapolis, Inc, and GayHealth.com
- Establishment of a Hepatitis Advisory Committee from federal and state agencies, academic institutions, and selected biotech and media firms
- Formative evaluation that measured attitudes, skills, and practices
- Identified messages and channels/settings for hepatitis prevention messages

ASHA plans to accomplish:

- A comprehensive communication strategy for MSM, that includes interactive Internet sites and banners promoting hepatitis vaccines
- Testing the campaign for effectiveness by measuring changes in knowledge, attitudes, and practices
- Dissemination of the study results

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### **Organization to Achieve Solutions in Substance Abuse (OASIS)**

#### **Overview**

OASIS is a nonprofit organization providing hepatitis C education, HCV testing, and hepatitis C treatment to injection drug users (IDUs).

#### **OASIS Update**

OASIS has completed the development of its video-based education curriculum for in- and out-of-treatment drug users at risk for or infected with HCV. For drug users in treatment, the curriculum consists of four 6-10 minute modules that span a spectrum of HCV information including prevention, transmission, liver and HCV basics, HCV testing and treatment. For out-of-treatment drug users, the curriculum consists of a single 8-10 minute video that focuses on transmission and prevention. Pilot testing of the curriculum has shown that it leads to substantial and measurable improvements in knowledge, attitudes, and motivations toward behavior change.

OASIS is currently moving the curriculum into its formal testing phase. Primary outcomes in this 12-week intervention study will be improvements in HCV testing rates and hepatitis A and hepatitis B vaccination rates in a usual-care intervention vs. the video intervention; secondary outcomes will be improvements in knowledge, attitudes, and motivation toward behavior change. They will also measure curriculum acceptability as a secondary measure. They will also test the in-treatment curriculum in 450 methadone-maintained subjects at 3 sites, comparing outcomes in 150 usual-care counseling subjects to those viewing the 4 videos either as a single 30-minute session or in 4 weekly sessions. In addition, they will test the shorter out-of-treatment prevention video on 100 syringe exchange clients, half of whom will be in a usual-care control arm.

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## Family Health Centers of San Diego (FHCS)

**Overview**

Family Health Centers of San Diego (FHCS) is a private, non-profit organization that has been serving the health care needs of San Diego County since 1970. FHCS provides comprehensive, accessible, and quality health care services to residents and businesses of San Diego and the surrounding region. FHCS offers affordable services to all income levels, with a special commitment to low income, medically underserved individuals.

**FHCS Update**

FHCS has begun year three of their five-year project to integrate viral hepatitis content into current projects and programs targeting injection drug users (IDUs) and men who have sex with men (MSM).

Interventions completed or underway include:

- The formative evaluation of IDUs, MSM, and health providers using questionnaires, focus groups, key informant interviews, and the Community Advisory Board
- Street outreach with an education and referral focus for IDUs
- Social marketing to IDUs at risk for hepatitis A, hepatitis B, and hepatitis C

- Forums and street outreach with an education and referral focus for MSM
- Social marketing campaign specific to MSM at risk for hepatitis A and hepatitis B
- Trainings to FHCS staff and other prevention services

These interventions will be evaluated and revised over the next two years.

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## Maricopa County Department of Public Health (MCDPH)

**Overview**

The Maricopa County Department of Public Health (MCDPH) exists to serve the residents of Maricopa County in Arizona. Its goals are to help treat those that need health services in the county, while working to prevent the spreading of diseases by promoting healthy behaviors among its residents and beyond.

**MCDPH Update**

The MCDPH Division of HIV/HCV Infection Control and Surveillance houses a program known as Hepatitis, Education, Prevention and Survival (H.E.P.S). This program is administered through two educational

approaches: Facilitator-Led Inmate Education and Peer-to-Peer education. Both approaches provide individual and group interventions to increase knowledge and change attitudes and practices with the intent of preventing the spread of viral hepatitis among incarcerated adults and youth in Maricopa County. Since the inception of the HEPS peer-to-peer education program, the project has trained 72 peer educators (26 female, 46 male). Some of the educational activities that have been generated by the different peer educator groups are; participating in new inmate orientation; creating a brochure about hepatitis C and prisons to be included in new inmate orientation materials; educational videos of the peer educators to be played on the prisons' information channels for all inmates to view; hepatitis resource centers on their prison yards; and classes and/or workshops co-facilitated by the peer educators on topics related to viral hepatitis. Peer educators have talked to 2,650 peers through one-on-one or classroom contacts. The second level of the HEPS program deals with the facilitator-led inmate education. This three-day, six hour class is offered in seven Maricopa County Sheriff's Office jails. In 2004 1,425 inmates participated in the program.

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#### ALC at Stanford University

##### Overview

Stanford University's ALC has created the Jade Ribbon Campaign to increase hepatitis B awareness among Asian and Pacific Islander American (APIA) communities of California. Their campaign objectives include: increasing hepatitis B and liver cancer awareness among the high-risk APIA about disease incidence, prevention and treatment; providing comprehensive, culturally appropriate information; and improving physician knowledge about screening, diagnosis, and treatment of hepatitis B and liver cancer.

##### ALC Update

Two education programs continue for year three of their five-year award to complement ALC's basic science research, patient therapy and social marketing campaign:

- Community outreach through the Youth Leadership Conference
- Teaching disease management through the Traditional Chinese Medicine Seminar

Pre and post surveys measure knowledge, attitudes and practices. In conjunction with the San Francisco Health Department's Three for Life vaccine campaign, ALC will measure impact of interventions by voucher system.

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## **Migrant Clinicians Network, Inc. (MCN)**

### **Overview**

The Migrant Clinicians Network, Inc. (MCN) was established in 1984, and consists of medical clinicians working to serve the population of migrant and seasonal farm workers. Migrant and seasonal farm-workers experience health issues similar to those observed in poor, rural immigrants caused by lack of proper nutrition, overcrowding, and poor sanitation. These issues are magnified in this population by their migratory lifestyles. MCN provides specific and much needed medical attention for treatment and prevention promotion of specific health issues in this population within the United States.

### **MCN Update**

The primary intent of the HepTalk project is to promote productive communication about viral hepatitis risks and prevention between primary care providers and their migrant patients. HepTalk will equip clinicians with the skills to anticipate, recognize, and encourage discussion of emotionally-charged personal health topics with their patients and to provide them with information about viral hepatitis.

To date, MCN has recruited 27 migrant health and community health centers to participate in the program. Baseline site visits have been conducted to assess the clinic environments, clinic employees' viral hepatitis knowledge and skills, and clinic practices around viral hepatitis services. The information gleaned from these site visits is being used to develop content for Standardized Patient Teaching (SPT) for clinicians to provide individualized, direct practice in discussing emotionally-charged topics.

MCN will conduct on-site assessments and SPT interventions at half of the sites and provide self-

training materials to the other half of the sites. Evaluation will involve assessing the training and intervention. At the close of the project, MCN will disseminate the results of HepTalk and the tools developed.

### **MCN Contact**

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## **Health Research, Inc. (HRI) – New York State Department of Health**

### **Overview**

HRI is a non-profit corporation associated with the New York State Department of Health (NYSDOH). HRI was established in 1953, to serve research programs across the state of New York. Their mission is to assist the NYSDOH in acquiring and allocating funds for projects and aiding in the transfer of information discovered by these research programs. The NYSDOH seeks to serve the residents of the state of New York by providing health promotion and prevention through science and quality health care.

### **HRI-NYSDOH Update**

HRI has developed and pilot tested a comprehensive, modular skills-building training that serves as a national curriculum on viral hepatitis titled "It's Time! Integrate Viral Hepatitis Into Your Work." HRI convened a National Advisory Committee with

representatives from across the country to combine three separate existing viral hepatitis curricula into one along with creating new information. This curriculum covers viral hepatitis basics and can be tailored for use with providers working in settings that serve persons at high risk for viral hepatitis. Such settings include drug treatment/substance abuse programs, STD/public health clinics, corrections settings, and HIV/AIDS programs.

Evaluators have conducted pre/post knowledge tests, participant satisfaction surveys, post-training focus groups, structured phone interviews with supervisors of attendees; observed role plays to examine participant counseling skills; and examined written surveys at 3 months and 6 months after the training to examine self-reported impact on skills and practices. For this final year of the program, HRI will offer Training of Trainer (TOT) programs across the country to disseminate the curriculum. Process and outcome evaluation activities will be conducted to examine the impact of the TOTs.

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**National Coalition of STD Directors  
(NCSD)****Overview**

The National Coalition of STD Directors (NCSD), established in 1997, represents the 65 Directors of public health sexually transmitted disease prevention programs in states, large cities/counties, and territories of the United States. NCSD provides dynamic leadership that strengthens STD Programs by advocating for effective policies, strategies, and sufficient resources and by increasing awareness of their medical and social impact.

**NCSD Update**

NCSD, in conjunction with the National Network of STD/HIV Prevention Training Centers (NNPTC), conducted formative evaluation on viral hepatitis training and technical assistance needs and training methodologies most likely to be used by medical and non-medical providers. Utilizing their national partners' commitment to recruit key providers, they identified the appropriate behavioral, clinical, and partner counseling content areas and prioritized methodologies for training dissemination.

The training, "Integrating Viral Hepatitis into Client-Centered Counseling," was pilot tested first to assess the understandability and appropriateness of the content. Pre/post knowledge tests are used to assess improvement in viral hepatitis knowledge after completing the training. It was then pilot tested as training for trainers (TOT) during which participants were instructed on how to implement the training. Participants of the TOT are asked to pledge to complete at least one training program at their work setting. For the final year of the program,



NCSD will offer more TOT sessions across the country.

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**Inova Juniper Health Services**

**Overview**

Inova Health Services is a non-profit organization in Fairfax, Virginia. In response to the growing concerns of communities in northern Virginia about HIV/AIDS, IJP was created. IJP provides education and training, clinical observation experiences, consultation and technical assistance to providers throughout the state of Virginia.

**Inova Juniper Health Services Update**

IJP is completing their three year project to implement and evaluate a comprehensive education and training program. IJP is finishing a statewide assessment of the need for hepatitis training among health care providers who serve at-risk populations and those treating individuals living with hepatitis. They plan to integrate their efforts for their hepatitis training activities into existing public health programs.

They have:

- Assessed the needs of various health professionals, such as family practitioners, infectious disease specialists, gastroenterologists, physicians throughout Virginia

- Provided six customized trainings for these health professionals as well as physician assistants, nurse practitioners, and registered nurses
- Provided on-going technical assistance to organizations and providers who have completed IJP training
- Continually disseminated viral hepatitis updates to a list-serve of 75 clients
- Collaborated with local liver centers and hospitals to provide clinical observational experiences for 15 health care providers

They plan to:

- Conduct 2 viral hepatitis conferences for regional and county medical directors and nurses for health departments, correctional facilities, clinic, private hospitals and universities
- Research and develop tailored tangible resources
- Conduct final evaluations of professional trainings

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## **National Alliance of State and Territorial AIDS Directors (NASTAD)**

### **Overview**

Formed in 1992, NASTAD represents the state and territorial health department HIV/AIDS program managers from across the country. NASTAD members are responsible for administering both federal and state funded HIV/AIDS prevention, health care, supportive services, and housing programs. To achieve the goal of promoting a more effective national, state, and local response to the HIV/AIDS epidemic, NASTAD provides a forum for technical assistance and dissemination of information about effective prevention and continuum of care programs, consults on a regular basis with federal agencies, and works with other national organizations with mutual goals.

### **NASTAD Update**

The overall goal of the NASTAD's Viral Hepatitis Integration and Program Development Project is to increase the capacity of health department HIV/AIDS and hepatitis programs to effectively integrate viral hepatitis prevention and care into existing programs. One of the major project components is information exchange. The goal is to increase communications between health department HIV/hepatitis programs on relevant viral hepatitis prevention, care and policy initiatives. NASTAD has developed a Viral Hepatitis Work Group which meets via teleconference, at minimum, on a monthly basis. There are currently 56 members of the work group representing 42 health jurisdictions.

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## **Seattle STD/HIV Prevention Training Center (Seattle PTC)**

### **Overview**

The Seattle STD/HIV Prevention and Training Center (Seattle PTC) of the University of Washington was established in 1979, as one of the ten regional training sites of the National Network of STD/HIV Prevention and Training Centers. The Seattle PTC offers training programs in prevention, diagnosis, management, and treatment of sexually transmitted diseases to health care providers and educators in the states of Alaska, Idaho, Oregon and Washington.

### **Seattle PTC Update**

The University of Washington School of Public Health and Community Medicine and School of Medicine, in partnership with the Seattle STD/HIV Prevention and Training Center and the Northwest AIDS Education and Training Center, has developed a comprehensive, interactive case-based training for online delivery of core content in viral hepatitis. The overarching objectives are to support, develop, implement, and evaluate health education activities to prevent and control viral hepatitis and its consequences. The target audience is a wide variety of health professionals who serve persons at increased risk for viral hepatitis. The core curriculum will be developed as interactive Web-based training modules which will also be made adaptable for presentations in a variety of formats and will offer free continuing education credits for physicians (CME) and nurses (CNE).



Ongoing evaluation will target the formative stage of content selection, the educational process, and outcome measurements including providers' knowledge, attitudes, and practices about prevention and control of viral hepatitis.

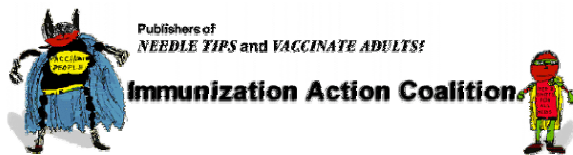
The Web site will be available to the public in December 2005.

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(IAC)

#### Overview

IAC is a non-profit organization that works to boost immunization rates and prevent disease. IAC provides health professionals with the most up-to-date immunization information by mail and electronically to help them better serve their patients. The Hepatitis B Coalition, a program of IAC, promotes hepatitis B vaccination for all children 0-18 years of age; hepatitis B surface antigen (HBsAg) screening for all pregnant women; testing and vaccination for high-risk groups; and education and treatment for people who are chronically infected.

IAC publishes *NEEDLE TIPS* and the Hepatitis B Coalition News, *VACCINATE ADULTS!*, *IAC EXPRESS*, "Unprotected People" stories, and hundreds of print materials for patients and health professionals, some in up to 22 languages. All of IAC's print materials are camera-ready and copyright-free, reviewed by the CDC for

technical accuracy, and available on IAC's Web site <http://www.immunize.org>.

#### IAC Update

IAC publishes *Needle Tips* (for those providing services to children, adolescents, and adults), *Vaccinate Adults* (for those providing services primarily to adults), and *Vaccinate Women* (for OB/Gyns) with a combined circulation of 300,000. IAC published the latest issue of *Vaccinate Women* in August and the latest issues of *Needle Tips* and *Vaccinate Adults* in October. IAC also publishes two electronic newsletters: *IAC Express* provides immunization news on a weekly basis to health professionals and others interested in immunization issues (~20,300 subscribers, over 500 issues) and *Hep Express* is a monthly newsletter devoted to news about hepatitis A, B, and C prevention and treatment (~2,600 subscribers, 35 issues). IAC maintains two Web sites as part of its cooperative agreement with DHV. That IAC Web site for healthcare professionals, [www.immunize.org](http://www.immunize.org), offers hundreds of print education pieces for providers and patients. The second IAC Web site, [www.hepprograms.org](http://www.hepprograms.org), highlights programs for the prevention of hepatitis A, hepatitis B, and hepatitis C in adolescents and adults at increased risk. Besides these ongoing activities, IAC will be conducting a survey of *Needle Tips* readers and state immunization and hepatitis coordinators in October and November to determine the usefulness of our activities. IAC hopes to quantify the impact IAC has on the provision of immunization services, and gain feedback as to how to improve their services.

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